

## Communications in Marketing

### Textbook/Competency Cross-reference

<b>Competency</b>	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. &amp; Functions</i>	<i>Mkt. Practices &amp; Principles</i>	<i>Retail Mds.</i>
A.1.a.	Chapter 4	Chapter 9	Chapter 9	Chapter 17		Chapter 5
A.1.b.	Chapters 21 & 23	Chapter 23	Chapters 12 & 23	Chapter 23	Chapter 35	Chapters 2,16,34, & 41
A.1.c.	Chapters 4, 21, & 23	Chapter 23	Chapters 12 & 23	Chapter 23	Chapter 36	Chapters 16 & 34
A.1.d.		Chapters 9 & 11	Chapters 9, 12, & 23	Chapter 23	Chapter 36	Chapter 16
A.1.e.	Chapter 4	Chapter 9	Chapters 9 & 23			Chapter 16
A.1.f.	Chapter 25	Chapter 26	Chapters 10 & 27	Chapters 22 & 24	Chapter 15	Chapters 8, 9 50, &52
A.1.g.		Chapter 9	Chapter 9	Chapter 23		
A.2.a.	Chapter 10	Chapter 34		Chapter 22		
A.2.b.	Chapter 4 & 10	Chapter 9	Chapter 9	Chapter 22		
A.2.c.	Chapter 10	Chapter 3	Chapter 8			Chapters 13 & 14
A.2.d.		Chapter 9	Chapters 9 & 23	Chapter 22		Chapter 16
A.2.e.				Chapter 17		
A.2.f.	Chapter 17	Chapter 23	Chapter 23			Chapters 34 & 41
A.3.a.	Chapters 17, 21, & 23	Chapter 11	Chapter 12	Chapter 23	Chapter 35	Chapters 3, 17, 18, & 20
A.3.b.	Chapter 4	Chapter 9	Chapter 9	Chapter 23		Chapter 18
A.4.a.	Chapter 4	Chapter 9	Chapters 9 & 43			Chapter 19
A.4.b.	Chapter 4	Chapter 9	Chapter 9			Chapter 19
A.4.e.	Chapter 4	Chapter 9	Chapter 9			Chapter 19
A.4.f.		Chapters 9 & 10	Chapters 9 & 10			Chapter 19
A.5.a.	Chapter 4	Chapter 9	Chapter 9			Chapter 19

A.5.b.	Chapter 4	Chapter 9	Chapter 9		
A.5.c.	Chapter 9	Chapter 9	Chapter 9	Chapter 22	Chapter 23
A.5.d.	Chapter 4	Chapter 9	Chapter 9		Chapter 19
A.5.e.	Chapter 25		Chapter 10	Chapter 22	Chapter 15
A.5.f.	Chapter 25		Chapter 10		Chapter 15